

Ghanaian Garment Maker Racks Up Wal-Mart Sales



Berty Fong of Ghana's Belin Textiles Inc. had already delivered a trial order of camouflage t-shirts worth more than \$100,000 to American retail giant Wal-Mart this January.

But a meeting at Belin's booth at the ASAP Global Sourcing Show in Las Vegas in February clinched the deal: Since then, Wal-Mart has placed another three orders totaling \$246,000.

There's just no substitute for face-to-face contact, Fong said. "We were able to explain more clearly our operations in Africa and the advantages afforded by AGOA, which built confidence," he said. Now Wal-Mart is planning to visit Belin in Ghana to discuss further orders and expand their presence in the African market.